COLUMBIA PRESSBOOK

TIGER AND LEOPARD...
PANTHER AND CROCODILE...A THOUSAND
LURKING BEASTS CLOSE IN...
on royal beauty defying the jungle's curse...
on powerful princes battling for her love!
COLUMBIA PICTURES
presents
SONG of INDIA
STARRING
SABU Gail RUSSELL Turhan BEY
with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

800-Line Ad Mat No. 502 — 5 Cols. x 160 Lines

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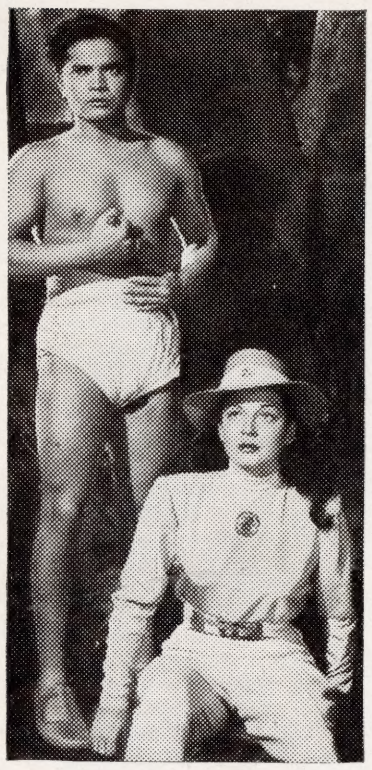
PB4G-113

'Song of India' Adventure Film Of Savage, Forbidden Jungle



Song of India Mat 1-B; Prod. Still No. X-531

Sabu and Gail Russell face the terrors of India's wildest jungle together in Columbia Pictures' adventure film, "Song of India," now at the ..... Theatre. Turhan Bey is co-starred.

(*Review*)

Edge-of-the-seat excitement is in store for ..... Theatre audiences when they see "Song of India," the Columbia jungle drama which opened there yesterday. Starring Sabu, Gail Russell and Turhan Bey, "Song of India" is definitely a "different" type of picture, and one well worth recommending.

Backgrounded by both the exotic splendor of India and the wild savagery of its jungles, the film traces the deadly conflict which grows between two princes, one an enlightened, civilized and educated ruler, the other a loin-clothed "prince of the jungle." Their quarrel is initiated by the former's invasion of the latter's wild domain, in which the jungle animals have not been harmed for centuries and, as a result, have learned not to harm human beings. The conflict is intensified by the romantic interest both have in a rajah's daughter, and it reaches its dramatic climax with a law-of-the-jungle battle with knives which surpasses, for grim realism, anything shown here in recent months.

As the loin-clothed "prince of the jungle," Sabu presents a far more romantic characterization than any he has ever before brought to the screen. A new maturity is part of his role, and it is excellently presented in "Song of India." Miss Russell is equally pleasing as the Indian princess and Turhan Bey provides an invaluable portrait of a civilized being who gradually sloughs off his royal veneer to fight as a primitive man in the primitive jungle.

Complementing the romantic elements of "Song of India" are the deadly tigers, leopards, crocodiles and other savage beasts around whom much of the tense excitement of the film is built.

Appearing in major support of the stars are Anthony Caruso, Aminta Dyne and Fritz Leiber. "Song of India" has a musical score by Alexander Laszlo which makes enjoyable use of the N. Rimsky-Korsakoff classic. Art Arthur and Kenneth Perkins penned the screen play. Albert S. Rogell produced and directed.

Exotic India Scene Of New Thriller

A jungle romance, Columbia's "Song of India" opens ..... at the ..... Theatre. Sabu, Gail Russell and Turhan Bey are starred in the film, with Anthony Caruso, Aminta Dyne and Fritz Leiber heading the supporting cast. "Song of India" was produced and directed by Albert S. Rogell from a screen play by Art Arthur and Kenneth Perkins.

Loves Love

Frankness in an actor is always refreshing, especially when that frankness provides an exceptional clue to personality. Turhan Bey, currently starred with Sabu and Gail Russell in Columbia Pictures' romantic drama, "Song of India," at the ..... Theatre, is one of Hollywood's most popular male leads, playing roles of the type made famous by Douglas Fairbanks. And Bey frankly admits that in his youth his extra-scholastic activities consisted of "fencing, tennis, love!"

Song Classic

Alexander Laszlo's musical score for Columbia's "Song of India," which stars Sabu, Gail Russell and Turhan Bey at the ..... Theatre, is based upon N. Rimsky-Korsakoff's famous musical composition of the same name.

Jungle Animals, Jungle Thrills Standbys of Motion Pictures

Ever since Edison, when the kinetoscope was astounding nickelodeon customers precariously seated on folding chairs in vacant stores rented for the occasion, jungle animals and jungle thrills have been a standby of motion picture entertainment.

Small wonder, then, that Columbia Pictures' "Song of India" currently is bemusing ..... Theatre audiences. With Sabu, Gail Russell and Turhan Bey starred, "Song of India" is filled with the roaring savagery of the jungle, with rampant tigers, sleek panthers, chattering monkeys, yawning crocodiles and all the other menacing denizens of the wildlands.

In the early days of filmmaking, the spectacular jungle thrills of today usually were to be found in the comedies, when escaped lions chased Keystone cops through the streets of Los Angeles, or in the serials, with Pearl White trying to keep her toes out of a crocodile's mouth even as the rope to which she clung was being severed strand by strand. Greater sophistication and less cumbersome film equipment eventually produced such jungle masterpieces as the films brought back from Africa by the Johnsons, Osa and Martin, and by Frank Buck.

To the realism of jungle exploration with gun and camera has been added the fictional excitements of the Hollywood script writer. Such films as "Trader Horn" were produced, and the Tarzan pictures. Most recently, "Man-Eater of Kumaon" joined the long series of adventure films which made dramatic use of the battles of fang and claw against man.

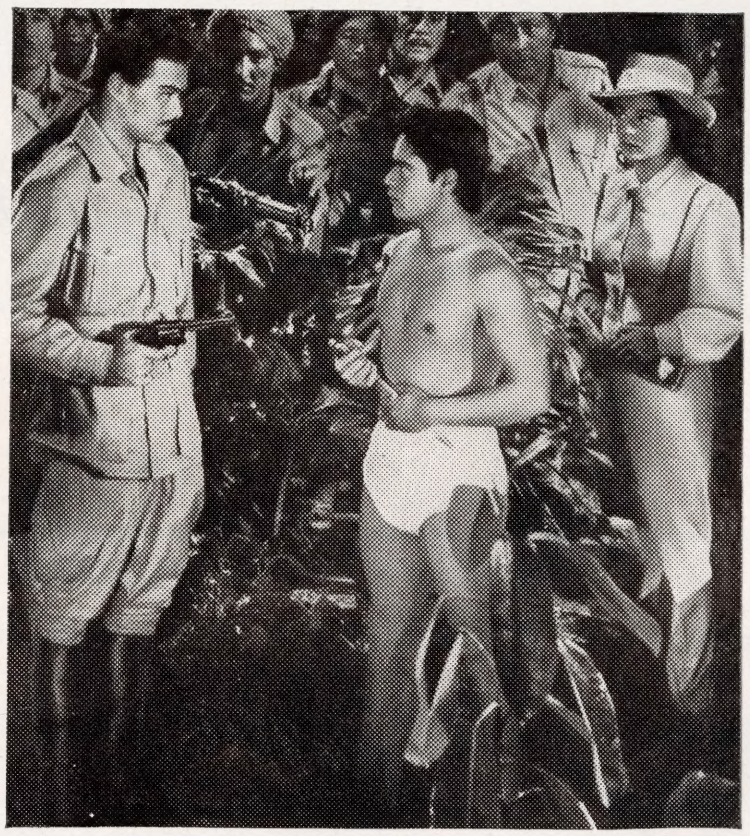
Columbia's "Song of India" is such a picture, a film combining the rich and exotic splendors of that country with the primitive codes of the village people, and the verdant magnificence of the jungle wilds. Sabu is seen as a loin-clothed "prince of the jungle," a friend to its untamed denizens. Miss Russell is an Indian rajah's daughter, sophisticated and urbane, and Turhan Bey her fiance, an Indian prince.

Albert S. Rogell produced and directed "Song of India," from the screenplay by Art Arthur and Kenneth Perkins. Appearing in featured support of the stars are Anthony Caruso, Aminta Dyne and Fritz Leiber. The N. Rimsky-Korsakoff classic, "Song of India," not only titles the film but serves as the major theme for Alexander Laszlo's musical score.

'India' Ends Run

"Song of India," Columbia's spectacular jungle film at the ..... Theatre, ends its exciting run there on ..... The film stars Sabu, Gail Russell and Turhan Bey. Albert S. Rogell produced and directed.

PRINCE AGAINST PRINCE



Song of India Mat 2-C; Prod. Still No. 18

Sabu (center) is taken prisoner by Turhan Bey as Gail Russell stands by in this scene from Columbia Pictures' stirring saga of the jungle, "Song of India," which opens ..... at the ..... Theatre.

Sabu, Gail Russell, Turhan Bey Co-Starred in 'Song of India'

Sabu, Gail Russell and Turhan Bey are starred in "Song of India," new Columbia jungle drama opening ..... at the ..... Theatre. The film, said to balance the rich splendor of exotic India with the wild savagery of its roaring jungles, has been praised by advance audiences for its romance and its realism.

Sabu is seen in "Song of India" as a loin-clothed "prince of the jungle," ruler of a wild domain in which native superstitions prevent the harming of the wild animals. Miss Russell is a rajah's daughter bent on "hunting" the beasts with her camera. As her fiance, an Indian prince, Turhan Bey is determined on capturing the animals for later exhibition.

The immediate conflict between the two men, over the fate of the jungle animals, grows in intensity with their rivalry for the girl's love. "Song of India" reaches its dramatic climax with a knife fight between the two princes, and the desperate efforts of an injured Bengal tiger towards revenge.

The forthcoming ..... Theatre attraction was produced and directed by Albert S. Rogell from a screen play by Art Arthur and Kenneth Perkins. The musical score for "Song of India" was penned by composer Alexander Laszlo, and is based upon N. Rimsky-Korsakoff's immortal work of the same name.

Appearing in featured support of Sabu, Miss Russell and Turhan Bey are Anthony Caruso, as one of Bey's aides; Aminta Dyne, as Miss Russell's companion on the jungle excursion, and Fritz Leiber, as a native Indian.

'Too Dangerous' Done Every Day

The scene called for a hazardous swing by rope from one crag to another, in the mountainous area in which Columbia Pictures was shooting "Song of India," which stars Sabu, Gail Russell and Turhan Bey at the ..... Theatre. The two stunt men doubling for Sabu and Bey flatly refused to do the job.

"That's all right, Al, we'll do it ourselves," Sabu and Turhan told producer-director Albert S. Rogell.

"Too dangerous," he said.

"Shall we tell him, Sabu," asked Turhan. Sabu nodded. They told him.

Sabu and Bey had been swinging down across those crags every night after shooting was over. Their cars were on the other side, and after the director and the crew departed around the little lake which separated the crags, they had used the rope-swinging short-cut!

Appearing in featured support of the stars are Anthony Caruso, Aminta Dyne and Fritz Leiber. Art Arthur and Kenneth Perkins penned the screenplay of "Song of India," spectacular adventure story of India's wildest domain.

'Song of India' Jungle Epic

India, land of exotic splendor and jungle savagery, is the spectacular background in which Sabu, Gail Russell and Turhan Bey are starred at the ..... Theatre in Columbia Pictures' "Song of India." The film describes the conflict of the two men, one a native Indian prince and the other a loin-clothed "Prince of the Jungle," for the love of a rajah's daughter.

Albert S. Rogell produced and directed "Song of India," from a screen play by Art Arthur and Kenneth Perkins. Appearing in major support of the stars are Anthony Caruso, Aminta Dyne and Fritz Leiber, topping the human members of the featured cast, and a savage collection of tigers, panthers, elephants, crocodiles and other jungle beasts.

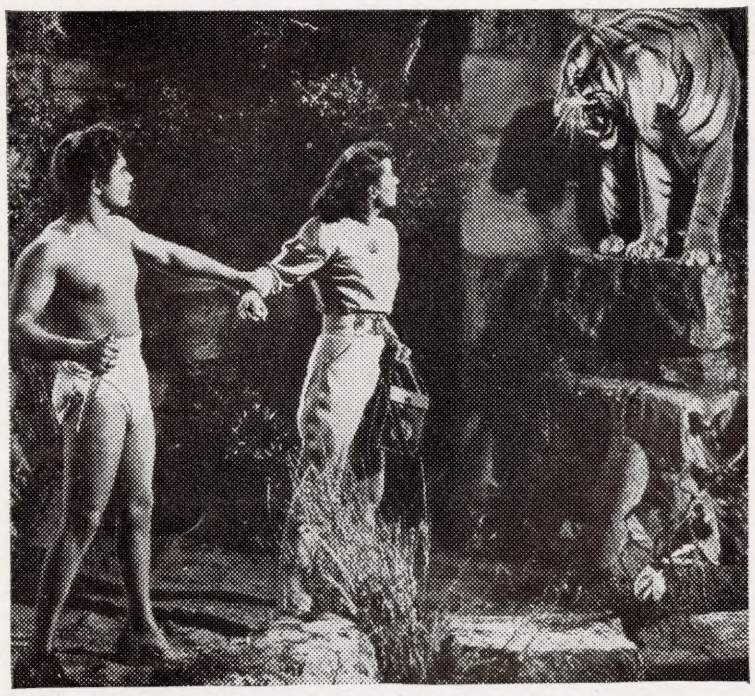
Drama Stays

With Sabu, Gail Russell and Turhan Bey starred, Columbia Pictures' exotic jungle drama, "Song of India," will be held over at the ..... Theatre for another week beginning ..... Albert S. Rogell produced and directed the film, from the screen play by Art Arthur and Kenneth Perkins.

OFFICIAL BILLING

COLUMBIA PICTURES 25%
presents
SONG OF INDIA 100%
starring
SABU • Gail RUSSELL • Turhan BEY 75%
with
ANTHONY CARUSO • AMINTA DYNE • FRITZ LEIBER ...25%
* * * *
Screenplay by Art Arthur and Kenneth Perkins 10%
* * * *
Produced and Directed by ALBERT S. ROGELL 15%

KNIFE AGAINST CLAW!



Song of India Mat 2-D; Prod. Still No. 71

Four-footed terror of the jungle takes Sabu and Gail Russell by surprise in Columbia Pictures' epic of wild savagery, "Song of India," which will be the next attraction at the ..... Theatre.

Sabu Subdues Bengal Tiger During 'Song of India' Filming

Ever since his boyhood job as an elephant boy in India, from which he was boosted to Hollywood stardom by Alexander Korda, Sabu has been appearing in pictures with wild animals of one sort or another. He likes them and, apparently, they like him.

This fact was never before so apparent as it was during production of Columbia's "Song of India," in which Sabu is starred with Gail Russell and Turhan Bey at the ..... Theatre. Story of the struggle of two Indian princes for the rule of a wild domain, "Song of India" has a number of important action scenes in which wild animals figure prominently. One such animal, a giant Bengal tiger, escaped from its enclosure while Sabu was rehearsing a romantic scene. Producer-director Albert S. Rogell was "substituting" for Gail Russell in the rehearsal.

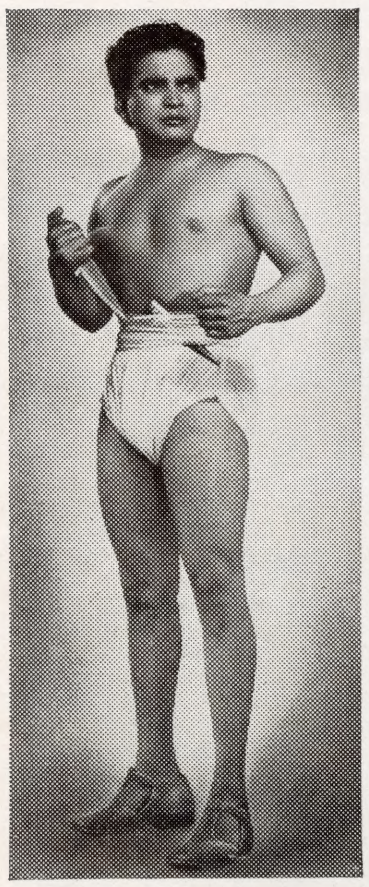
The rest of the cast and crew, seeing the giant beast loose on the set floor with them, made for the door as one man, and were outside in less time than it takes to put it down here.

Only Sabu and the director were left on the stage, with the tiger between them and the door. Rogell picked up a small kitchen chair, the best weapon he could have used, by the way, and walked slowly toward the tiger, while the animal's trainer clambered hastily over some settings in an attempt to reach the beast.

But it was Sabu who really saved the day. He had been working with the tiger, and the animal knew his voice. When he spoke to it, it stopped its angry pacing back and forth, and looked at him. It was touch and go for a moment whether it would leap on him or run away. The tiger finally chose the latter course, slinking back of some staging.

By this time the trainer had arrived and, in a few moments, everything on the set was serene again.

JUNGLE PRINCE



Song of India Mat 1-E

Sabu is starred with Gail Russell and Turhan Bey in "Song of India," Columbia's jungle adventure now at the ..... Theatre.

Hunting Tigers? 2 Ways to Do It!

There seem to be two ways of hunting a tiger in an Indian jungle, and "Song of India" reveals both of them. The Columbia film, which stars Sabu, Gail Russell and Turhan Bey at the ..... Theatre, shows both a modern tiger hunt in which almost everything except a bulldozer is used, and a primitive one in which a knife and a loin cloth are about the only pieces of paraphernalia.

Miss Russell and Tuhan Bey, as native princess and prince, conduct the modern "shikar." Their equipment includes a portable electric generator, walkie-talkies, a refrigerator, cameras, and guns. Sabu, as the prince of the jungle and friend of the wild animals, does his hunting armed only with a knife.

Star Gail Russell Not So 'Dainty' But Oh So Lovely

She may be "the daintiest and loveliest of the Hollywood stars today," as D. W. Griffith once said, but Gail Russell flatly refuses to trade upon either her beauty or her stardom.

Currently starred with Sabu and Turhan Bey in Columbia Pictures' "Song of India," at the ..... Theatre, Miss Russell insisted on her right to do whatever the script required her to do. She wanted no double for those scenes in which she appeared in unprotected areas with the tigers, leopards and other savage denizens of India's wildest jungles, not so long as her co-stars also refused doubles in the more dangerous scenes of the film.

During the location work for "Song of India," Miss Russell gave an exhibition of physical prowess that surprised the members of her crew who may have been fooled by her slight (109 pound) figure, and the praise given her by Mr. Griffith, the old master and the director of Lillian Gish and other screen lovelies of a former day.

The company was on location in the Malibu mountains, and the stars and the crew were amusing themselves with a little archery.

An excellent woman archer, Gail is at ease with a bow with a 46-pound pull instead of the usual feminine 28-pound one. She startled the company by driving an arrow almost completely through a young sycamore sapling, a feat, incidentally, that no man in the company could equal.

"Dainty," indeed!

Lively 'Log'

Gail Russell, who is starred with Sabu and Turhan Bey in Columbia Pictures' romantic drama of a forbidden jungle, "Song of India," at the ..... Theatre, will never again sit on a log if she can help it. The "log" she sat on, after scenes in which her co-stars battle with knives for her love, turned out to be an alligator which also appears in the film!

ROYAL BEAUTY

Song of India Mat 1-C; Prod. Still No. 53

Sultry-eyed Gail Russell is seen with co-stars Sabu and Turhan Bey in Columbia Pictures' thriller, "Song of India," opening ..... at the ..... Theatre.

'Civilized' Turhan Bey Loses Girl and Kingdom

Turhan Bey has come to the reluctant conclusion, after serious consideration of his screen roles, that there is something wrong with civilization.

Ever since his arrival on the Hollywood scene, the actor has specialized in pictures presenting him as a young Oriental who floats about the world on magic carpets, who wears flowing robes and a Turkish dagger and is as much at home with djinns as he is with harems. Of Turkish descent, Bey has starred in one escapist mythology after another.

Currently, in Columbia Pictures' "Song of India" at the ..... Theatre, with Sabu and Gail Russell as his co-stars, Bey finally escapes from fantasy to portray an Indian prince, educated and sophisticated, urbane and polished. Bey leads a "shikar," the Indian equivalent of an African "safari," into a wild jungle domain. His equipment includes such items as trucks, walkie-talkies, the very newest in hunting rifles and elephant guns, electric generators, floodlights and all the other possible appurtenances and paraphernalia supposedly available to a wealthy, ultra-modern prince.

And that's where Turhan Bey has decided there must be something wrong with civilization!

In his previous romantic roles, with his magic carpets and his flowing robes, Bey inevitably won the girl. Now, in "Song of India," where he is completely modernized, he doesn't

In fact, in "Song of India" he not only loses the girl but he also loses his kingddom.

Miss Russell portrays an educated-in-America rajah's daughter, who shares in the "shikar" and "hunts" wild animals with the most expensive camera equipment available, including telescopic lenses and all the other gadgets associated with modern photography. It would seem that she and Turhan Bey would find a community of interests as well as romance and in "Song of India" they actually do start out with an affinity for each other.

Song of India Mat 1-D; Prod. Still No. 58

Handsome Turhan Bey and co-stars Sabu and Gail Russell are at the ..... Theatre in Columbia Pictures' "Song of India."

But then, there enters into the picture a lad named Sabu, in the type of role from which Mr. Bey has been so eager to escape. Sabu is the "prince of the jungle," a loinclothed he-man whose closest friend seems to be a savage Bengal tiger.

But, Sabu, the "uncivilized," gets the girl . . . and the kingdom!

Cosmopolitan Cast

"Song of India" stars Sabu, Gail Russell and Turhan Bey at the ..... Theatre. Sabu's name really is Sabu Dastagir, and Bey's is Turhan Selahettin Schultavy; one was born in India, the other in Vienna of Turkish descent. Gail Russell is really Gail Russell, though, and she comes from Chicago, Illinois.

CAST and CREDITS

Ramdar ..... Sabu	Rewa ..... Trevor Bardette
Princess Tara ..... Gail Russell	Maharaja of Ranjat ..... Robert H. Barrat
Gopal, Maharajah of Hakwar ..... Turhan Bey	Ranjit Singh ..... David Bond
Major Doraj .... Anthony Caruso	Kumari ..... Rodric Redwing
Aunt Shayla ..... Aminta Dyne	Numtai ..... Ted Hecht
Nanaram ..... Fritz Leiber	

Screenplay by Art Arthur, Kenneth Perkins; Story by Jerome Odlum; Director of Photography, Henry Freulich, A.S.C.; Art Director, Sturges Carne; Film Editor, Charles Nelson; Set Decorator, Sidney Clifford; Assistant Director, Arthur S. Black; Sound Engineer, Jack Goodrich; Assistant to Producer, Lee Frederic; Musical Score by Alexander Laszlo, based on N. Rimsky-Korsakoff's "Song of India"; Musical Director, M. W. Stoloff; Associate Producer, Manning J. Post; Produced and Directed by Albert S. Rogell. A Columbia Picture.

STORY

(Not for Publication)

Prince Gopal (Turhan Bey) and his fiancee, Princess Tara (Gail Russell) hunt in the hitherto forbidden game preserve of the Combi jungle, in India. The Combi village people, who believe that for each animal killed one of their own people will die, have lived in complete harmony with the jungle animals for hundreds of years. Ramdar (Sabu), royal scion known as the Prince of the Jungle, is captured by Gopal's men, after he frees a large number of the animals captured by Gopal and Tara.

Gopal accepts Ramdar's offer to prove that even the tiger is harmless, when not molested. The native prince then subdues one, only to permit it to escape. Gopal fires at the beast, and wounds it. Tara, disturbed, gets Ramdar's promise not to free any more animals, lest members of the hunting party be attacked. Thinking him a coward, Ramdar's people turn against him. To redeem himself, Ramdar lures Tara into the jungle, and holds her as hostage. Furious at Ramdar, Gopal tracks him down. The wounded tiger destroys Gopal after he has been unarmed by Ramdar in a fight with knives. Ramdar ascends the throne and marries Tara. (Running Time: 77 minutes).

No Guns Used to Train 'Song of India' Tigers

Only woman tiger trainer in the world, Miss Mabel Stark served as technical adviser and "trouble-shooter" in the savage jungle sequences of Columbia Pictures' "Song of India," starring Sabu, Gail Russell and Turhan Bey at the ..... Theatre. The animals used in the film, five male and two female tigers, were being trained by Miss Stark in the World Jungle Compound, near Los Angeles, at the time production on the film began.

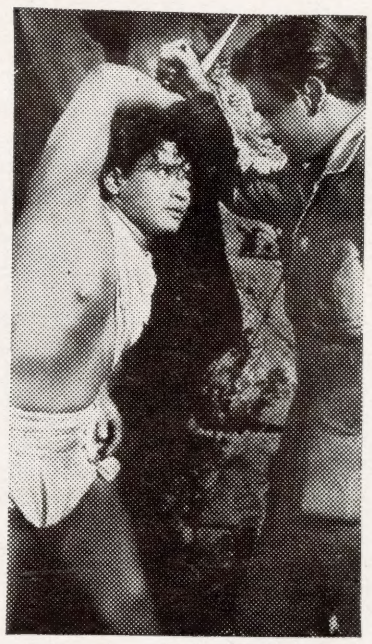
According to Miss Stark, who has trained both tigers and lions, "a tiger can whip anything but a gun. And me!" She herself has been mauled by tigers "about fourteen times," once suffering 372 stitches on numerous claw wounds, two broken legs, and a ripped-out deltoid muscle. Doctors predicted she would be in the hospital for a year, if she lived at all; she was out and back on the job in six weeks.

A former nurse in Louisville, Ky., Miss Stark turned to tiger-training after she had gone into one of the cages with a tiger . . . on a dare! Since then she has appeared with various circuses around the country, working with as many as 30 tigers in a single ring—for Ringling—and with lions and tigers together. This last is probably the most dangerous of all wild animal routines.

Miss Stark rarely uses a gun, and then only in the most extreme emergency. Guns fired at close range, she says, burn the hides off tigers worth as much as $5,000, and make them useless for further training. For pretty much the same reasons, she uses only the lightest of all possible chairs to protect herself from any type of an excited animal.

Sabu Gets Girl

"Song of India" marks the new maturity of Sabu, the erstwhile "elephant boy." In the film now at the ..... Theatre, Sabu "gets the girl" for the first time in his screen career, the girl in the case being lovely Gail Russell. Turhan Bey is also starred in the new Columbia jungle film.



Song of India Mat 1-A; Prod. Still No. 48

Sabu and Turhan Bey fight for the hand of Gail Russell in "Song of India," Columbia Pictures' story of a forbidden jungle, which opens ..... at the ..... Theatre.

Prefers Movies About Homeland

Like the elephant he once cared for in his native India, Sabu hasn't forgotten. He prefers to depict his homeland in pictures, as he does in "Song of India," the Columbia drama at the ..... Theatre with Gail Russell and Turhan Bey also starred.

Living in Hollywood, Sabu has become thoroughly Americanized, driving his own car, fishing and bowling for sport, dancing jive or rhumba at parties. During the war, he served as a belly-gunner on a B-24, rolling up 42 missions with 472 hours of combat flying and winning such honors as the Distinguished Flying Cross, Air Medal with three Oak Leaf Clusters and Presidential Unit Citation.

On the screen, however, the young actor will gladly abandon his Americanisms for a chance to wear a loincloth and brandish a knife, as he does in "Song of India" in his "prince of the jungle" role.

TWO PRINCES AND A PRINCESS

Song of India Mat 2-E; Prod. Still No. 11

A prince of India and his fiancee (Turhan Bey and Gail Russell) confront the prince of the jungle, portrayed by Sabu, in this scene from Columbia's "Song of India," now playing at the ..... Theatre.

Stars of 'India' Won Film Breaks Without Trying

How do people become film stars? "Song of India," the Columbia romantic drama at the ..... Theatre, stars Sabu, Gail Russell and Turhan Bey. All three were given their screen opportunities without lifting a finger; all three made good on their own.

Sabu was "discovered" by Alexander Korda, who needed a native Indian boy to play the title role of Korda's "Elephant Boy." Sabu was given the role when he was noticed by one of Korda's assistants while going about his daily duties as a real-life elephant boy in his native Mysore, India. Later brought to England and privately tutored, Sabu continued to make pictures both in England and in America.

Turhan Bey was visiting California with his mother. Hoping that he might improve his English diction more rapidly, he entered a dramatic school to study. Eight months later, Bey was playing the lead in an amateur production, was promptly "discovered" and signed to a contract.

Miss Russell took the first step towards stardom without even knowing it. A Santa Monica high school girl, she was headed towards commercial art when two of her friends did some hitch-hiking. They were given a lift by casting director William Meiklejohn, supervisor of talent and casting at Paramount. The teen-agers raved about Miss Russell's black-haired, blue-eyed beauty and Meiklejohn hunted her up, insisted she take a screen test and promptly signed her to a long term contract.

Sabu Knows His Tigers!

Sabu, who learned about elephants when he was an honest-to-goodness elephant boy in India before he became a movie star, also knows something about tigers. He is the only person outside of famous tiger trainer Mabel Stark who can get a response from Billy, the giant tiger used in important scenes of "Song of India," the Columbia picture starring Sabu, Gail Russell and Turhan Bey at the ..... Theatre.

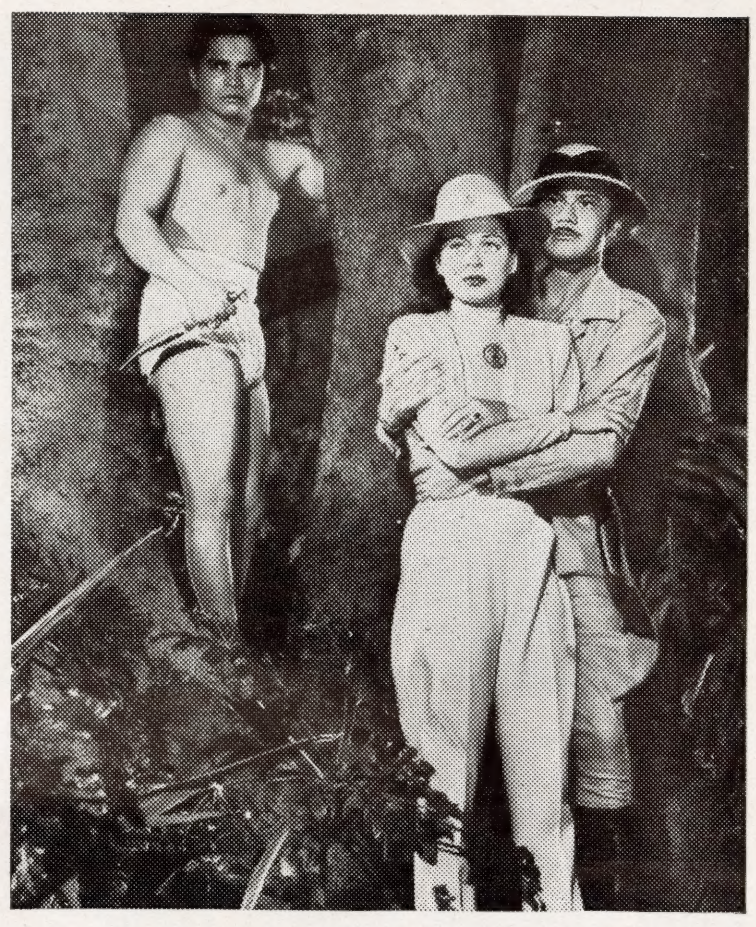
Whenever Sabu spoke to the tiger, in his own native tongue, the huge beast rushed furiously at him, stopping only in time to prevent himself from smashing into the wire which enclosed the compound.

Asked by the curious Miss Stark as to what he said to the tiger, Sabu stated, "I just tell him I know an elephant in India who can lick him!"

Gang's All There

In addition to the giant Bengal tiger which figures prominently in "Song of India," the Columbia picture starring Sabu, Gail Russell and Turhan Bey at the ..... Theatre, the jungle film's wild life included other tigers, four panthers, three leopards, a couple of bears, assorted elephants, crocodiles, cranes, vultures and other denizens of the Indian landscape. About the only thing omitted, and this was omitted purposely, was the insect life which sometimes makes jungle living unpleasant.

'SONG OF INDIA'



Song of India Mat 2-B; Prod. Still No. 27

The rich splendor of exotic India and the wild savagery of the roaring jungle are brought together in Columbia Pictures' "Song of India," which is coming ..... to the ..... Theatre. Sabu, Gail Russell and Turhan Bey are co-starred in the adventure film.

Turhan Bey 'Heavy' In 'Song of India'

Turhan Bey, currently starred with Sabu and Gail Russell in Columbia Pictures' "Song of India," at the ..... Theatre, isn't too sure whether he is back where he started from, or whether he has progressed in the Hollywood scale.

When Bey first appeared in Hollywood films, he was invariably cast as the "heavy," and killed about mid-way in the film's action. When fans protested at Turhan's too-frequent untimely demises, Bey was handed sympathetic roles. Currently, in "Song of India," he's back at being a villain.

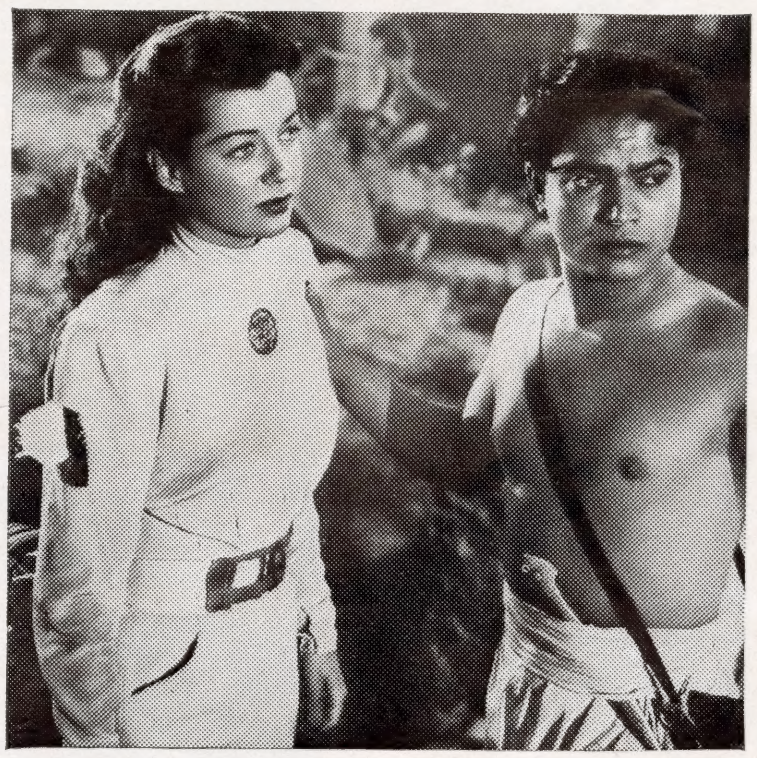
He even gets killed off. But, as he quickly points out, "not until the end of the picture!"

'Song of India' In 'Song of India'

"Song of India," N. Rimsky-Korsakoff's haunting melody of that colorful nation, gives more than a name to the Columbia picture, "Song of India," which stars Sabu, Gail Russell and Turhan Bey at the ..... Theatre. The Rimsky-Korsakoff composition provides the basis for Alexander Laszlo's film score.

Laszlo's music in the film captures both the rich splendor of exotic India with the wild savagery of the Indian jungles, in keeping with the picture's theme. The composer's major work, prior to his "Song of India" assignment, was his "Hollywood Concerto" which was played in the Hollywood Bowl.

JUNGLE ROMANCE



Song of India Mat 2-A; Prod. Still No. 37

A kidnapping to save the royal beasts of his jungle kingdom soon turns into a romance between Sabu and Gail Russell in Columbia's "Song of India," now at the ..... Theatre. Turhan Bey is co-starred.

AD CAMPAIGN 1

In the advertising shown on pages 5 to 12, and in the ad on the pressbook cover, the jungle and animal drama in the film are empasized.

SEE WILD BEASTS REVOLT AGAINST MAN'S INVASION OF THEIR FORBIDDEN DOMAIN!
An Indian prince their leader . . . a rajah's daughter his hostage!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

560-Line Ad Mat No. 404 — 4 Cols. x 140 Lines

This ad also available in 3-column size:
Order 315-Line Ad Mat No. 305—3 Cols. x 105 Lines.

This ad also available in 2-column size. Order 268-Line Ad Mat No. 216—2 Cols. x 134 Lines.

ROYAL BEAST against ROYAL PRINCE!
BOORAH KHAN
...the wounded tiger at bay in the Temple of the Vanished!
The supreme thrill of the jungle's thousand thrills!
COLUMBIA PICTURES
presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

600-Line Ad Mat No. 306 — 3 Cols. x 200 Lines

IMPORTANT!

- **Be sure to see the 800-Line Ad Mat No. 502 (5 Cols. x 160 Lines) on the front cover of this pressbook.**
- **Note, too, this ad is also available in 4-column size. (512-Line Ad Mat No. 403—4 Cols. x 128 Lines).**

COLUMBIA PICTURES
presents

SONG OF INDIA

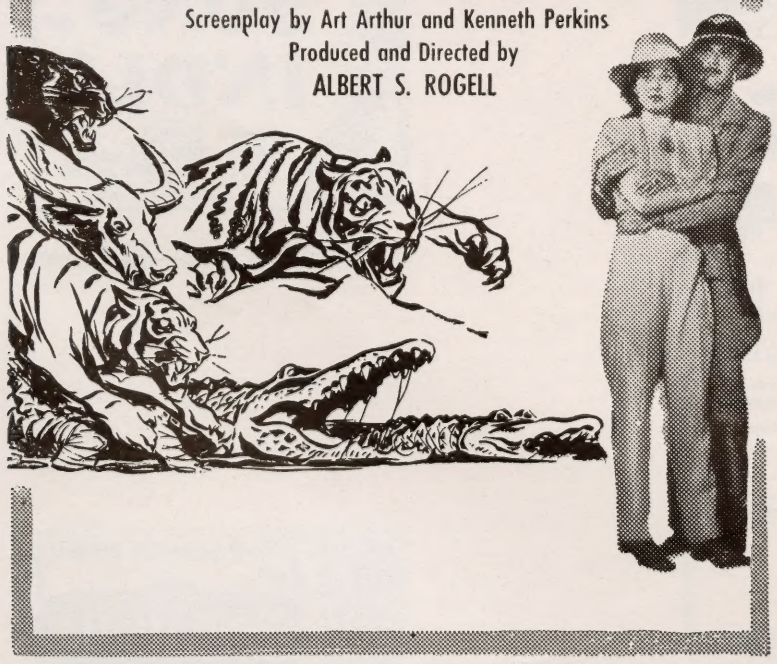
from the heart of the forbidden jungle... to the Temple of the Vanished!

STARRING

SABU · Gail RUSSELL · Turhan BEY

with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by
ALBERT S. ROGELL



394-Line Ad Mat No. 218 — 2 Cols. x 197 Lines

STARTS TOMORROW

THEATRE

SEE WILD BEASTS REVOLT AGAINST MAN'S INVASION OF THEIR FORBIDDEN DOMAIN!

Tiger, leopard, panther and crocodile close in . . .

The mysteries of the Temple of the Vanished . . .

The forbidden jungle's curse come true . . .

Boorah-Khan, most dreaded of beasts, stalk his prey!

COLUMBIA PICTURES presents

SONG OF INDIA

STARRING

SABU · Gail RUSSELL · Turhan BEY

with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

Screenplay by Art Arthur and Kenneth Perkins

Produced and Directed by ALBERT S. ROGELL

296-Line Ad Mat No. 217 — 2 Cols. x 148 Lines

NOW THEATRE

Royal beast against royal prince!

COLUMBIA PICTURES presents

SONG of INDIA

STARRING

SABU · Gail RUSSELL · Turhan BEY

with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

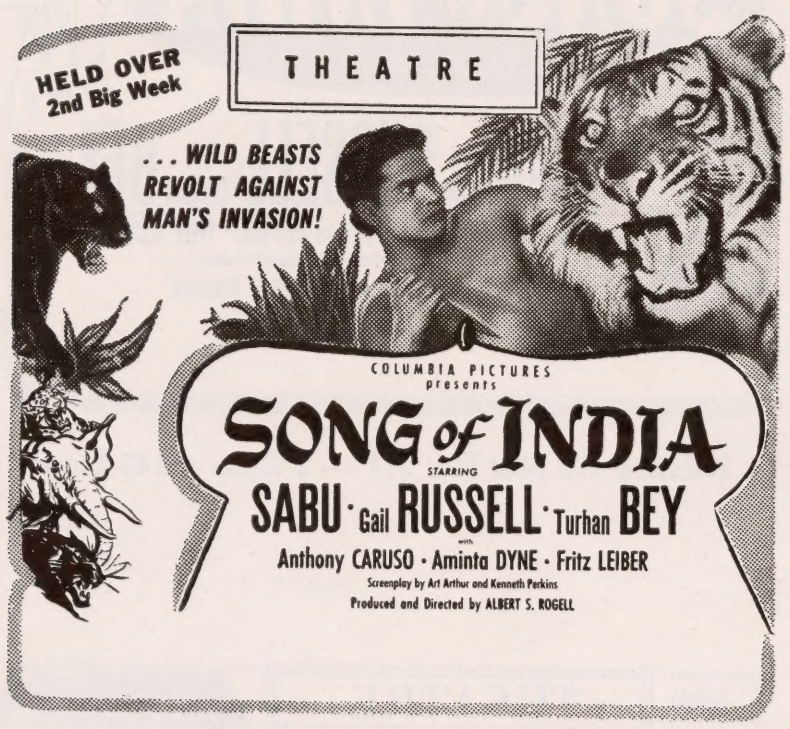
Screenplay by Art Arthur and Kenneth Perkins • Produced and Directed by ALBERT S. ROGELL

70-Line Ad Mat No. 212 — 2 Cols. x 35 Lines

Starts TODAY
THEATRE
TIGER and LEOPARD ...PANTHER and CROCODILE...SAVAGE LURKING BEASTS CLOSE IN!
COLUMBIA PICTURES presents
SONG OF INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with
ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

200-Line Ad Mat No. 215 — 2 Cols. x 100 Lines

150-Line Ad Mat No. 214 — 2 Cols. x 75 Lines


HELD OVER 2nd Big Week
THEATRE
... WILD BEASTS REVOLT AGAINST MAN'S INVASION!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

100-Line Ad Mat No. 213 — 2 Cols. x 50 Lines

ROYAL BEAST against ROYAL PRINCE! The supreme thrill of the jungle's thousand thrills!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with
Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

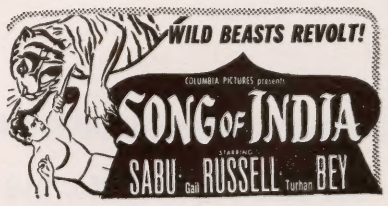
Ad Mat No. 112—99 Lines

THEATRE
Last 2 Days
Starts THURS.
ROYAL BEAST against ROYAL PRINCE!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

Ad Mat No. 111—68 Lines

A THOUSAND JUNGLE THRILLS!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

28-Line Ad Mat No. 210 — 2 Cols. x 14 Lines



Ad Mat No. 108—14 Lines

AD CAMPAIGN 2

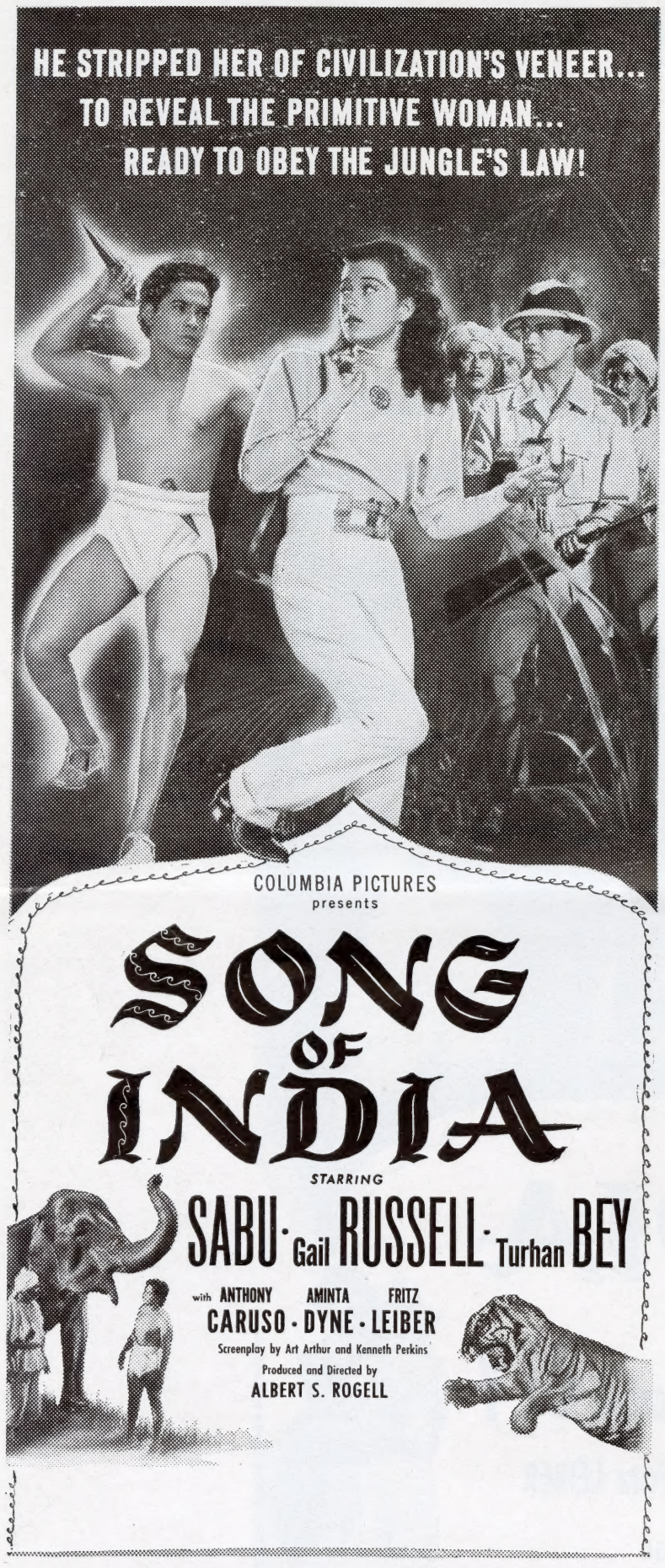
In the following advertising, the romantic and personal drama are emphasized.

PRINCE AGAINST PRINCE
...with naked steel...
FOR THE HAND OF A PRINCESS
...and the rule of India's wildest domain!
COLUMBIA PICTURES
presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with
Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

516-Line Ad Mat No. 401 — 4 Cols. x 129 Lines

This ad also available in 5-column size:
Order 800-Line Ad Mat No. 501—5 Cols. x 160 Lines.

This ad also available in 3-column size. Order 600-Line Ad Mat No. 304—3 Cols. x 200 Lines.


HE STRIPPED HER OF CIVILIZATION'S VENEER...
TO REVEAL THE PRIMITIVE WOMAN...
READY TO OBEY THE JUNGLE'S LAW!
COLUMBIA PICTURES
presents
SONG OF INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by
ALBERT S. ROGELL

268-Line Ad Mat No. 208 — 2 Cols. x 134 Lines

INDIAN KINGDOM ROCKED!
Prince Duels Pauper for Royal Love!
To seize his runaway bride, killer rajah invades forbidden jungle! Animal hordes on rampage!
COLUMBIA PICTURES
presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

450-Line Ad Mat No. 303 — 3 Cols. x 150 Lines

This ad also available in 4-column size. Order 800-Line Ad Mat No. 402—4 Cols. x 200 Lines.

EXHIBITORS!

The best way to sell our industry to your patrons is by booking "The Movies and You" series!

Last Times Today

STARTS TOMORROW

THEATRE

BEAUTY AT THE MERCY OF WILD BEASTS . . . while Indian princes battle jungle terrors to save her . . . for themselves!

COLUMBIA PICTURES presents

SONG of INDIA

STARRING

SABU · Gail RUSSELL · Turhan BEY

with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

Screenplay by Art Arthur and Kenneth Perkins

Produced and Directed by ALBERT S. ROGELL

297-Line Ad Mat No. 301 — 3 Cols. x 99 Lines

Starts TODAY

THEATRE

PAUPER STEALS RAJAH'S BRIDE! ANIMALS STRIKE BACK AT ROYAL HUNTERS!

COLUMBIA PICTURES presents

SONG of INDIA

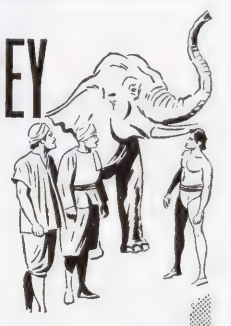
STARRING

SABU · Gail RUSSELL · Turhan BEY

with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER

Screenplay by Art Arthur and Kenneth Perkins

Produced and Directed by ALBERT S. ROGELL



198-Line Ad Mat No. 206 — 2 Cols. x 99 Lines

CLAW and FANG against KNIFE and BULLET!

A WOMAN'S WILES against THE JUNGLE'S CURSE!

COLUMBIA PICTURES presents

SONG of INDIA

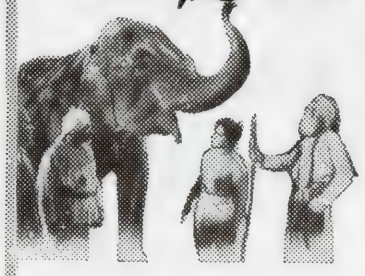
STARRING

SABU · Gail RUSSELL · Turhan BEY

with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

Screenplay by Art Arthur and Kenneth Perkins

Produced and Directed by ALBERT S. ROGELL



294-Line Ad Mat No. 302 — 3 Cols. x 98 Lines

BEASTS OF PREY against PREYING MEN . . . with a rajah's daughter the prey of both . . .

COLUMBIA PICTURES presents

SONG of INDIA

STARRING

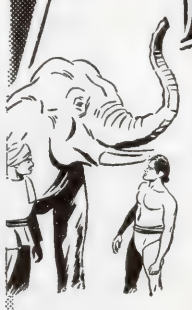
SABU · Gail RUSSELL · Turhan BEY

with

ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER

Screenplay by Art Arthur and Kenneth Perkins

Produced and Directed by ALBERT S. ROGELL



198-Line Ad Mat No. 207 — 2 Cols. x 99 Lines

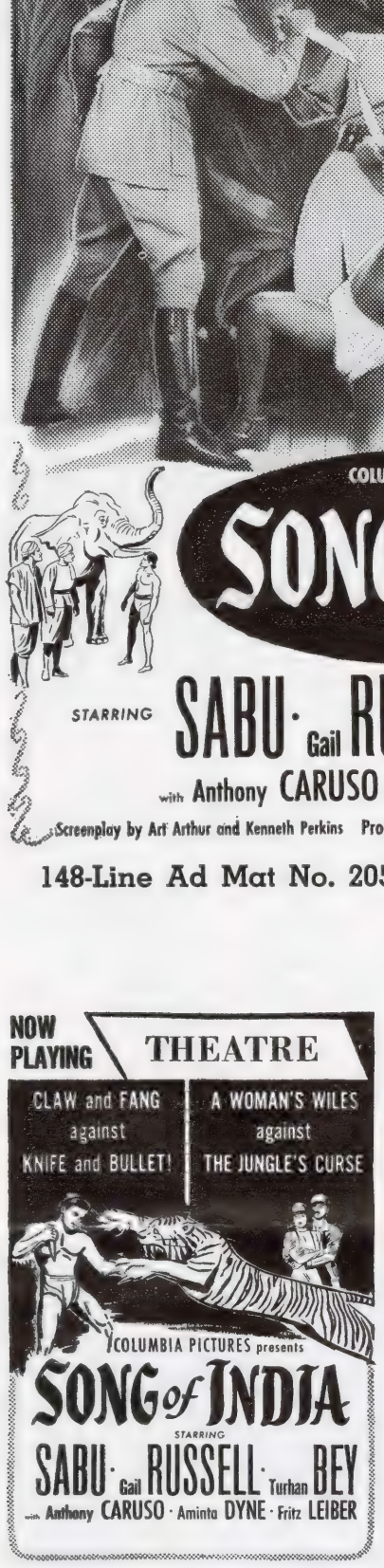
THE RICH SPLENDOR OF EXOTIC INDIA!
THE WILD SAVAGERY OF THE GROWLING JUNGLE!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins Produced and Directed by ALBERT S. ROGELL

148-Line Ad Mat No. 205 — 2 Cols. x 74 Lines

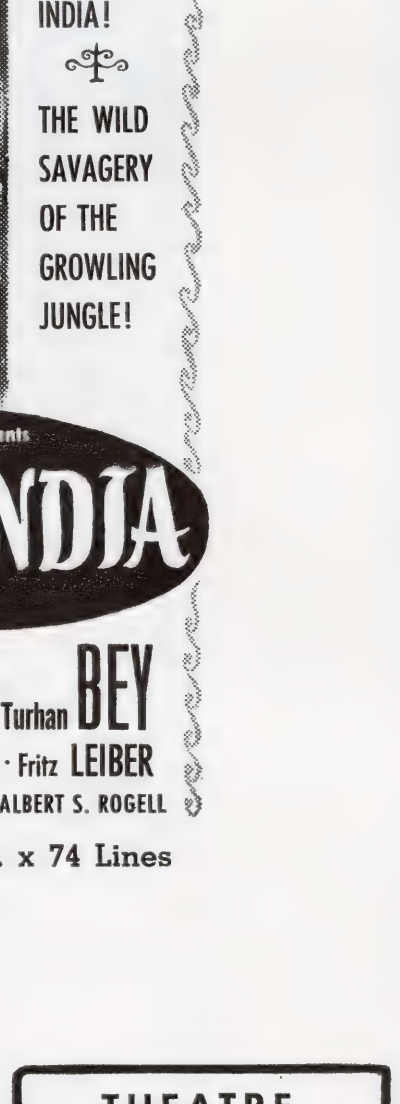
This ad also available in 2-column size. Order 394-Line Ad Mat No. 209 — 2 Cols. x 197 Lines.

HE KIDNAPPED A PRINCESS...
to save the royal beasts of his jungle kingdom from the preying hands of her lover prince!
COLUMBIA PICTURES presents
SONG OF INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by
ALBERT S. ROGELL

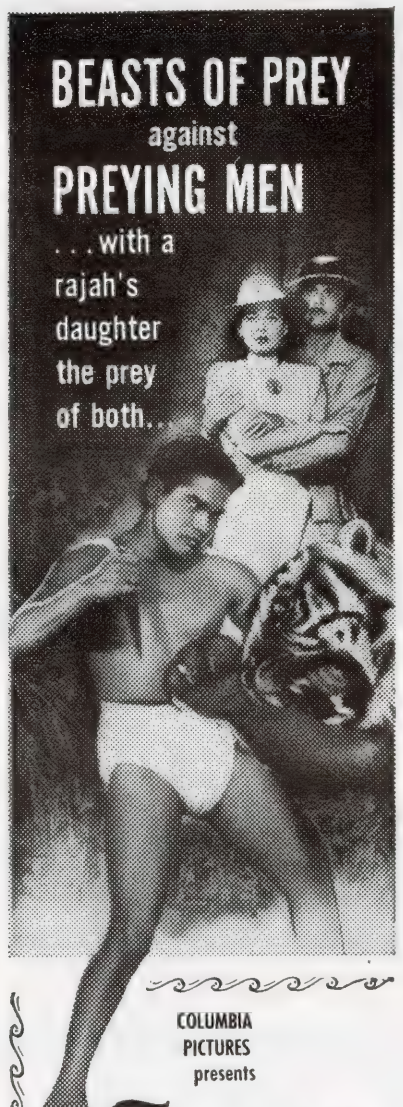
Ad Mat No. 106—101 Lines


NOW PLAYING
THEATRE
CLAW and FANG against KNIFE and BULLET!
A WOMAN'S WILES against THE JUNGLE'S CURSE
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

Ad Mat No. 103—42 Lines


THEATRE
Last 2 Days
Starts THURS.
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

Ad Mat No. 104—68 Lines


COLUMBIA PICTURES presents
SONG of INDIA
STARRING
Gail Turhan
SABU · RUSSELL · BEY
with
ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

Ad Mat No. 107—145 Lines

PRINCE against PRINCE
...with naked steel...
FOR THE HAND OF A PRINCESS!
COLUMBIA PICTURES presents
SONG OF INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL

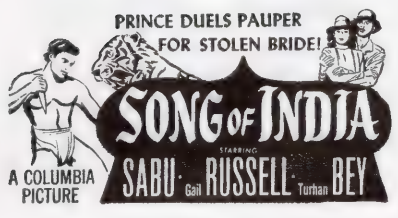
Ad Mat No. 105—82 Lines

Beauty at mercy of wild beasts!
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

Ad Mat No. 102—28 Lines

COLUMBIA PICTURES presents
CLAW and FANG against KNIFE and BULLET!
A WOMAN'S WILES against THE JUNGLE'S CURSE!
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with Anthony CARUSO · Aminta DYNE · Fritz LEIBER

56-Line Ad Mat No. 202 — 2 Cols. x 28 Lines



Ad Mat No. 101—14 Lines

'Song of India' Is an Exploitation Natural!

USE THIS EXCITING JUNGLE FRONT

Sensational fronts like this are proved ticket-sellers for the "thrill 'em - chill 'em" type of picture—and "Song of India" is a natural for that treatment! (A similar front helped "Jungle Jim" to extra time in Cincinnati!) All illustrations used on the overhead board, side panels, door panels and box-office covering can be adapted from the Art Still set (see below). Lettering can be made "to fit" by your sign man. Shadow boxes, backed by stationary illustrations or moving scenes on "piano-rolls," will add to the effectiveness of the side panels. The "jungle hut" boxoffice should be covered with prop jungle grass, bamboo strips and art and lettering, as shown. Your public address system should blare forth jungle noises from a record (see page 15). Split the door panel enlargements so the doors open and close to comply with fire laws.

SIDE PANEL "A"

LEFT SIDE OF BOXOFFICE

RIGHT SIDE OF BOXOFFICE

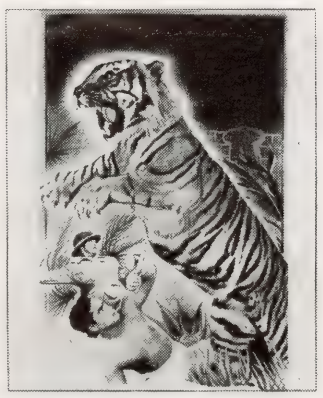
SIDE PANEL "B"

Twelve All-Purpose Art Stills Every Showman Will Want!

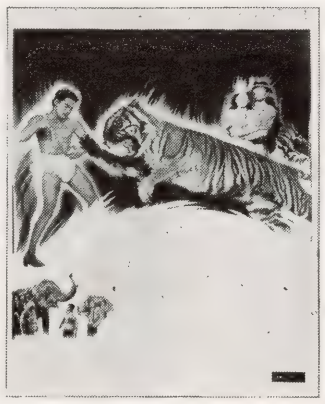
Order the Complete Set of Twelve Photos From Your Nearest Exchange of National Screen Service.

Still No. Art 1

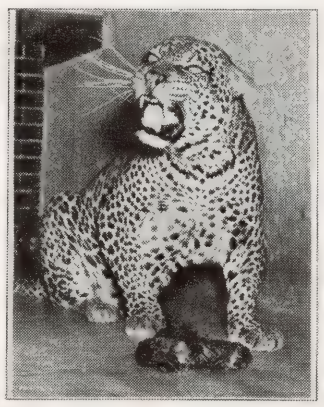
Still No. Art 5



Still No. Art 6

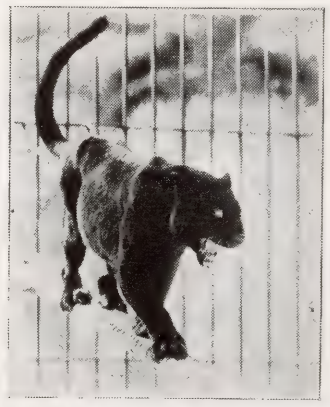


Still No. Art 7



Still No. Spec. 1

Still No. Spec. 2A



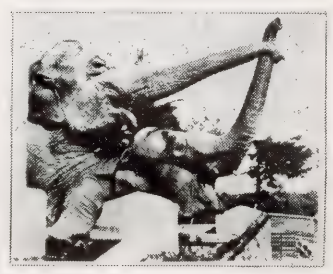
Still No. Spec. 4

Still No. Art 2

Still No. Art 3

Still No. Art 4

Still No. Spec. 3



Still No. Spec. 5

JUNGLE ANIMAL FUND

Work closely with local newspapers, radio station, zoo officials and civic dignitaries in arranging an advance-of-playdate drive to raise funds for the purchase of some Indian jungle animal to be kept in the local zoo. Drive can be staged in a variety of ways. Make sure that "Song of India," which is set amid the wild savagery of the growling jungle, is credited throughout.

STREET COLLECTIONS: Place bowls labelled "panther," "tiger," "elephant," etc., outside your theatre on a special stand which contains stills from the picture and full credits. Pedestrians drop coins for the animal they choose but point is made that all money collected will be used to aid the zoo in the purchase of one specific animal. Fact that the "India Animal" collection is being made outside your theatre should be widely publicized.

SCHOOL DRIVE: Arrange with Board of Education to place in each classroom a special can, for the pennies of schoolchildren who wish to contribute to the "India Animal" fund.

RADIO: Disc jockeys offer guest tickets to the first ten or twenty people who send him money for the "India Animal" collection fund.

NEWSPAPER: Newspaper prints a daily coupon for the convenience of readers who wish to contribute to your "India Animal" fund, interviews zoo officials, mayor, etc., and prints a daily story on the drive.

Sell It

With Tie-Ups

Local tie-up and promotion possibilities, in addition to those described elsewhere, include the following:

BOOKS: Displays of books dealing with India, using stills from the picture and a credit card. Also arrange for bookmarks, listing books on India and including a one-column ad mat.

TOYS: Variety and toy stores should be interested in displays of jungle toys, animal toys, animal record albums, etc.

TRAVEL: Window displays of India travel posters might be built, with stills from the picture.

MAGAZINES: Insert in jungle and adventure magazines your locally-imprinted heralds, and try for newsstand tack cards.

CAMERAS: Prod. Still No. 25 is especially valuable for a camera shop display.

JEWELRY: The exotic costume jewelry of India is worn by Sabu and Miss Russell in Prod. Still Nos. 57, 59, and 60, which should be used to key jewelry store displays.

KNIVES: Stores selling knives (kitchen, Boy Scout or pocket) should be interested in building a display around stills of Sabu, in which he is shown carrying or using a knife.

'INDIA' STYLES

"Song of India" can be used by local merchants in a variety of tie-ups, with such commodities as furs, turbans, precious jewels, silks, etc., as well as in connection with styles which can be found to have their origin in India. Be sure that full credits are given. Remember, please, there can be no real or implied endorsements.

Sell It

In Newspapers

COLOR-IN MAT

Color in Sabu and the Savage Tiger he fights in Columbia's "Song of India."

Use this two-column color-in mat for a newspaper contest, print it in your program or on the reverse side of the herald.

Order Mat 2-F (3" deep) from National Screen Service.

AD PROMOTION

HEY, SABU! *There's An Easier Way To Get a Fur Coat!*

Sabu is shown above in a scene from Columbia Pictures' "Song of India," which also stars Gail Russell and Turhan Bey at the ------ Theatre beginnning tomorrow.

• Blanktown Chronicle classified page advertisers make it easy for people to get fur coats and anything else they want . . . when they want them!

• Read the Blanktown Chronicle ads every day . . . for convenience . . . for economy . . . for the best of everything!

BLANKTOWN CHRONICLE

Prod. Still No. 62 (shown above) can be used in an attention-getting newspaper promotion. Suggest such a display ad to your newspaper.

ONE-SHOT CONTESTS

One-shot write-in contests, with guest tickets as prizes, might be worked by newspapers and radio commentators who ask for "best" answers to one of these questions:

"Did men ever fight over you, as Sabu and Turhan Bey fight over Gail Russell in 'Song of India?' "

"What was your strangest adventure?"

"If you were a princess of India, whom would you choose . . . a killer rajah like Turhan Bey or a prince of the jungle like Sabu?"

PET POSSIBILITIES

In "Song of India," Sabu befriends a jungleful of wild animals, by his fight to keep them safe from capture or harm. This opens the way to a number of "pet" stunts:

PET CONTEST: Stage a contest for "best" pet in various categories, "most unusual" pet, etc., for youngsters.

PET STORE: In the most important pet shop window in town, set up a display representing a jungle, with a one-sheet from the picture.

PET PICTURES: In the film, Gail Russell is constantly photographing wild animals. Work with the photographic editor of your local newspaper in a contest of "best" pet pictures. Prod. Still No. 25 suggests a different "angle" to a photo contest, with contestants submitting pictures taken of or by themselves in distant, dangerous lands.

'PRINCESS FOR A DAY'

Gail Russell portrays a rajah's daughter in "Song of India," a fact which might be used in a "Princess for a Day" stunt. Build the stunt around a beauty or Gail Russell "double" contest, with the winner receiving promoted merchandise and a gala reception from civic dignitaries, dinner in the swankiest restaurant in town, a suite of rooms for herself and chaperone in a leading hotel, etc.

Sell It

With Title Song

There are numerous recordings of N. Rimsky-Korsakoff's musical classic, "Song of India," which titles the film and is heard in its score. Use these recordings as important factors in your campaign.

DISC JOCKEYS: See that local disc jockeys have one or more copies of the song, and that the record is played as a reminder of the film's engagement at your theatre. If several recordings are available, work out a contest with guest tickets as prizes. Listeners are required to name the band playing each separate record, with a different record played daily.

JUKE BOXES: Be sure that recordings of the song are in every juke box, with signs calling attention to the disc and your film.

MUSIC STORES: Arrange for music store window displays which include not only recordings of "Song of India" but other music and albums representative of that country. Stills from the picture should be part of the display.

'SONGS OF . . . .'

A unique records program can be built by a disc jockey, who simply plays songs of India and other countries, crediting "Song of India" as inspiration for the program.

EXOTIC INDIA LOBBY

Set up as exotic and advance lobby as possible, with India and its jungle animals as its theme. For material, try to borrow exhibits from local museums and from private collectors. Travellers, former soldiers and others should respond to a publicized offer to exhibit their India souvenirs in your lobby. Guarantee the safe return of the exhibit items and give guest tickets to those persons who lend their souvenirs.

In arranging to exhibit India souvenirs, you undoubtedly will run into local celebrities whose adventures in India should make excellent newspaper and radio material. See that these people are interviewed, and that your picture and playdate are credited.

STREET BALLY IDEAS

Several valuable street bally stunts can be worked around "Song of India." Try them all, if facilities permit. Send a girl around town dressed in jungle explorer costume. Send a man or woman around town dressed in East Indian costume. Arrange for your bally people to lead a tame monkey or other tamed jungle animal.

4 STILL SETS

The following still sets are available at your National Screen Service exchange: **1)** production set of 25; **2)** newspaper set of 25; **3)** art set of 12 (reproductions of key ad art work on page 13); **4)** exploitation-publicity set (stills used in exploitation campaign and for scene mats).

Jungle Noises

The wild savagery of the roaring jungle, heard over your p.a. system, in your lobby and, if possible, from your marquee, should call special attention to your "Song of India" playdate. Such a recording of jungle noises is available for $2.35, which includes mailing costs. Send check or money order, in advance of shipment to:

Pressbook Department
Columbia Pictures Corporation
729 7th Avenue, New York 19, N. Y.

Use 'Song of India' Posters!

The posters on "Song of India" (illustrated on the back cover of this pressbook) can be adapted for advance and current use in your lobby and out front on a variety of ways, as suggested here:

. . . FROM THE 24-SHEET:

The marquee-topper shown here is comprised of the 24-sheet, cut out and mounted. The subsidiary elements which run along the base of the 24-sheet can be eliminated, if necessary, to fit a smaller marquee or they can be duplicated to fit a larger one. A more ornate marquee-topper might also include sign shop reproduction of the dome of an Indian mosque, similar to the 3-sheet credit panel.

. . . FROM THE 6-SHEET:

The 6-sheet, cut out and mounted as illustrated at the right, makes an interest-arousing lobby setpiece for advance use. Your display will win more attention for your showing if you place flicker bulbs, covered with translucent green cellophane, in the eyes of the leaping tiger. On opening day, move the setpiece out front, sniping "Starting Friday" panel with "Now Playing" copy.

. . . FROM THE 3-SHEET:

The credit panel on the 3-sheet can be cut out and mounted. Back to back, these panels will make excellent marquee hangers or you might run them in series around the walls of your lobby. Add starting day copy, of course.

Radio Spot Announcements

15 SECONDS

The rich splendor of exotic India . . . the wild savagery of the roaring jungle . . . the struggle of prince against prince, with naked steel, for the hand of a princess . . . they're all in "Song of India," the Columbia picture starring Sabu, Gail Russell and Turhan Bey at the ..... Theatre starting .....

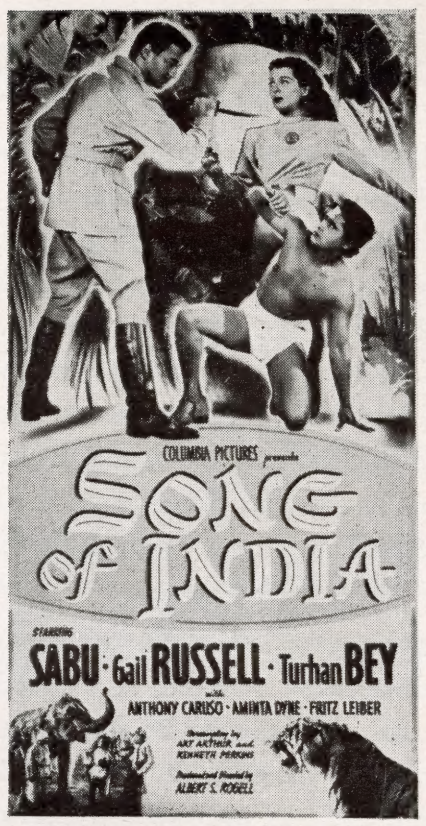
30 SECONDS

"For every animal harmed . . . a human being will be killed!" That was the jungle's curse . . . It's fang and claw against knife and bullet in "Song of India," Columbia Pictures' thrilling new drama starring Sabu, Gail Russell and Turhan Bey at the ..... Theatre beginning ..... See a royal beauty at the mercy of wild beasts in "Song of India!" See prince battle prince with naked steel to save the girl . . . for themselves! See "Song of India," the breathless story of a forbidden jungle, at the ..... Theatre beginning .....

Order the Advance Trailer from National Screen Now!

COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL
Turhan BEY
with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER · Screenplay by ART ARTHUR and KENNETH PERKINS · Produced and Directed by ALBERT S. ROGELL

TWENTY-FOUR SHEET


COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with
ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by ART ARTHUR and KENNETH PERKINS
Produced and Directed by ALBERT S. ROGELL

THREE SHEET

COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with
ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins · Produced and Directed by ALBERT S. ROGELL

SIX SHEET

POSTERS

COLUMBIA PICTURES presents
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with
ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by ART ARTHUR and KENNETH PERKINS
Produced and Directed by ALBERT S. ROGELL

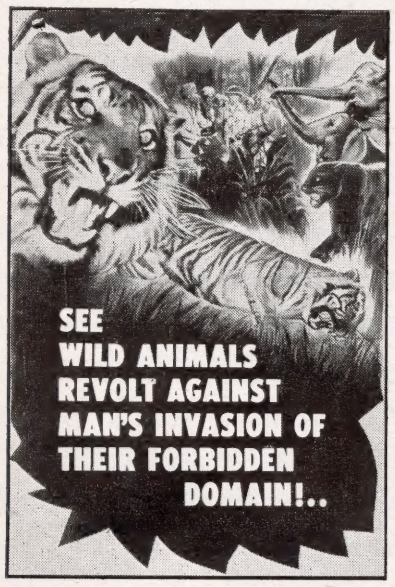
ONE SHEET

22x28 A
SLIDE (Same Design)

22x28 B

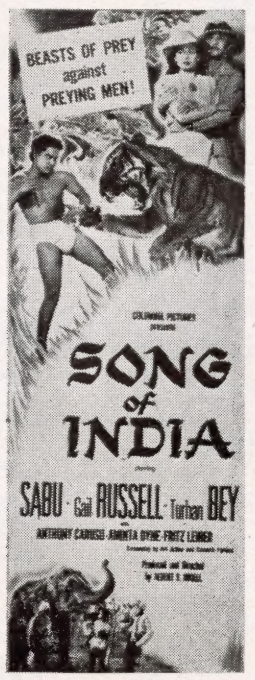
EIGHT
11x14's

LOBBIES



TIGER and LEOPARD...
PANTHER and CROCODILE...
A THOUSAND LURKING
BEASTS CLOSE IN...
COLUMBIA PICTURES presents
SONG of INDIA
STARRING
SABU · Gail RUSSELL · Turhan BEY
with ANTHONY CARUSO · AMINTA DYNE · FRITZ LEIBER
Screenplay by Art Arthur and Kenneth Perkins
Produced and Directed by ALBERT S. ROGELL
See
Beasts of the jungle...
The mysteries of the Temple of the Vanished
Royal beast battle royal prince...
The forbidden jungle's curse come true.

9x12 FOUR-PAGE HERALD



INSERT CARD

WINDOW CARD

ORDER ALL ACCESSORIES, SPECIAL STANDEES and 30x40, 40x60, 24x60 and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE.

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http://wcftr.commarts.wisc.edu

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www.mediahistoryproject.org